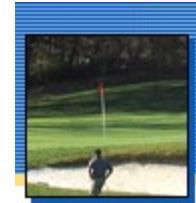
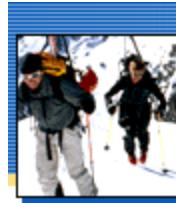


# U.S. Army 2005 MWR Leisure Needs Survey



**Area III - Humphreys  
Korea**

**CALIBER**  
an ICF Consulting Company

# BRIEFING OUTLINE

Area III - Humphreys

## I LEISURE NEEDS SURVEY

- Project Overview
- Methodology
- Patron Sample
- Products

## I SURVEY RESULTS

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## I NEXT STEPS

# PROJECT OVERVIEW

Area III - Humphreys

## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

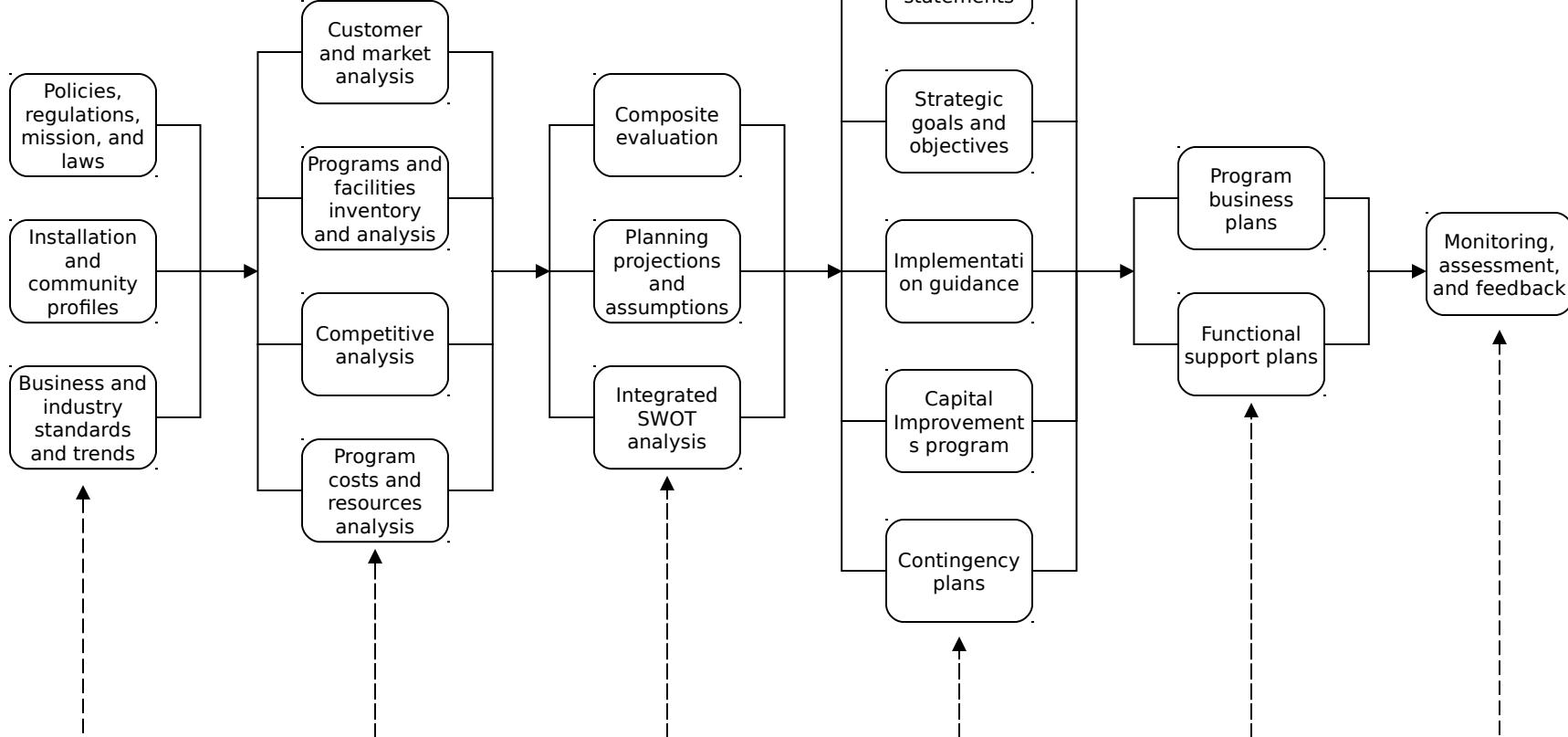
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

ELEMENTS



# METHODOLOGY

## Area III - Humphreys

### I PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 1,554 surveys were distributed at Area III - Humphreys



### I SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

## Area III - Humphreys

### □ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

## Area III - Humphreys

### I SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Spouses of Active Duty (CONUS only)
  - Civilian Employees
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Area III - Humphreys:					
Active Duty	5,097	1,193	135	11.32%	±8.32%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	440	361	34	9.42%	±16.14%
Retirees	N/A	N/A	N/A	N/A	N/A
<b>Total</b>	<b>5,537</b>	<b>1,554</b>	<b>169</b>	<b>10.88%</b>	<b>±7.42%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

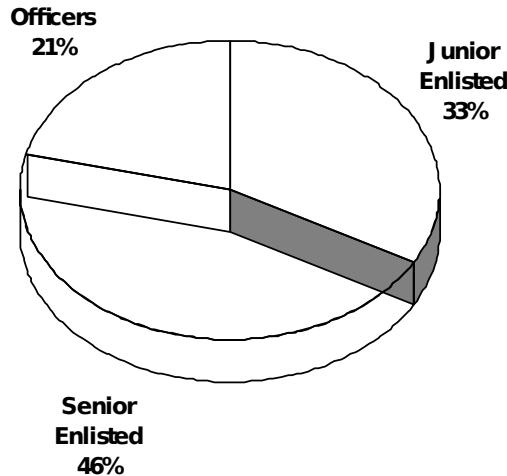
# PATRON SAMPLE\*

Area III - Humphreys

## RESPONDENT POPULATION SEGMENTS

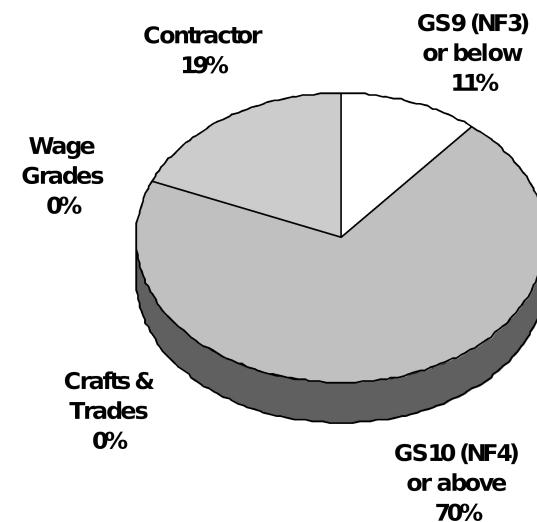
### ACTIVE DUTY

(n = 124)



### CIVILIANS

(n = 27)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

## Area III - Humphreys

### I **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

### I **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: USAGE AT AREA III - HUMPHREYS

Area III - Humphreys

## MOST FREQUENTLY USED FACILITIES

Bowling Center	61%
Library	57%
Bowling Food & Beverage	46%
Athletic Fields	41%
Car Wash	39%

## LEAST FREQUENTLY USED FACILITIES

School Age Services	10%
Outdoor Recreation Center	10%
Youth Center	10%
Arts & Crafts Center	14%
Bowling Pro Shop	15%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT AREA III - HUMPHREYS\*

Area III - Humphreys

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Bowling Center	4.53
Youth Center	4.44
Bowling Pro Shop	4.37
School Age Services	4.24
Army Lodging	4.14

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

BOSS	3.64
Multipurpose Sports/Tennis Courts	3.66
Arts & Crafts Center	3.83
Athletic Fields	3.87
Bowling Food & Beverage	3.97

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT AREA III - HUMPHREYS\*

Area III - Humphreys

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Bowling Center	4.44
Youth Center	4.41
Bowling Pro Shop	4.32
School Age Services	4.24
Army Lodging	4.24

## FACILITIES WITH LOWEST QUALITY RATINGS\*

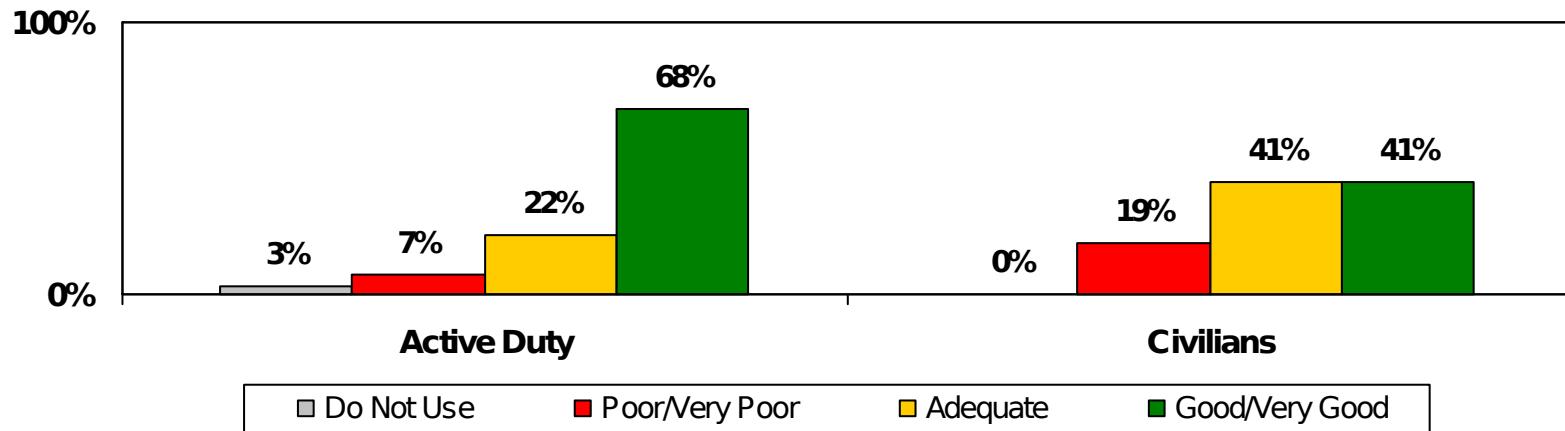
Multipurpose Sports/Tennis Courts	3.65
BOSS	3.80
Athletic Fields	3.81
Arts & Crafts Center	3.86
Outdoor Recreation Center	3.88

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

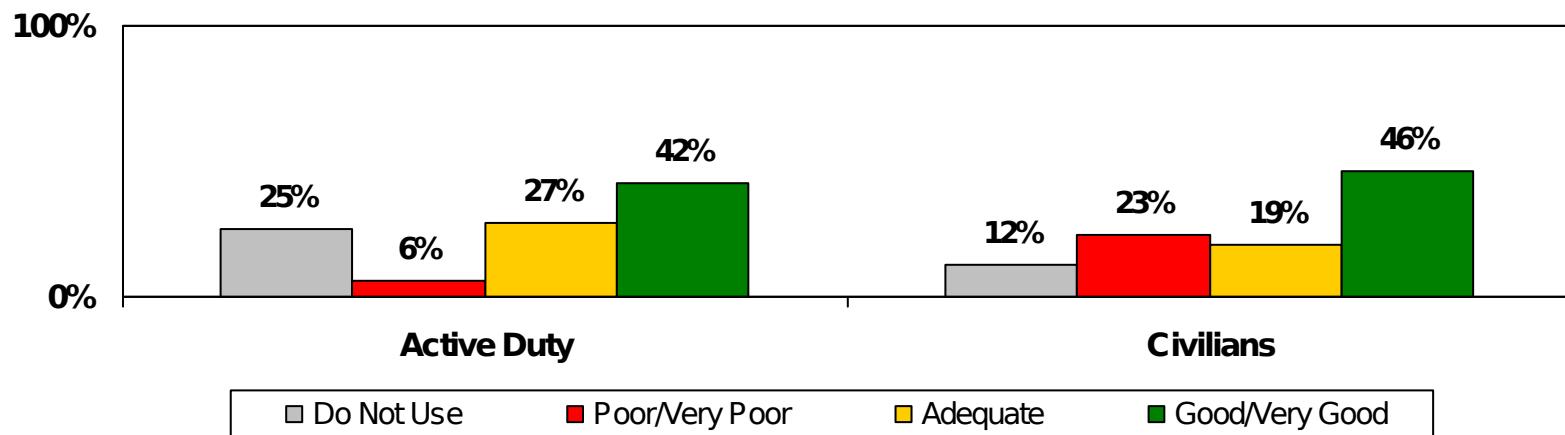
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Area III - Humphreys

## Quality of On-Post Services



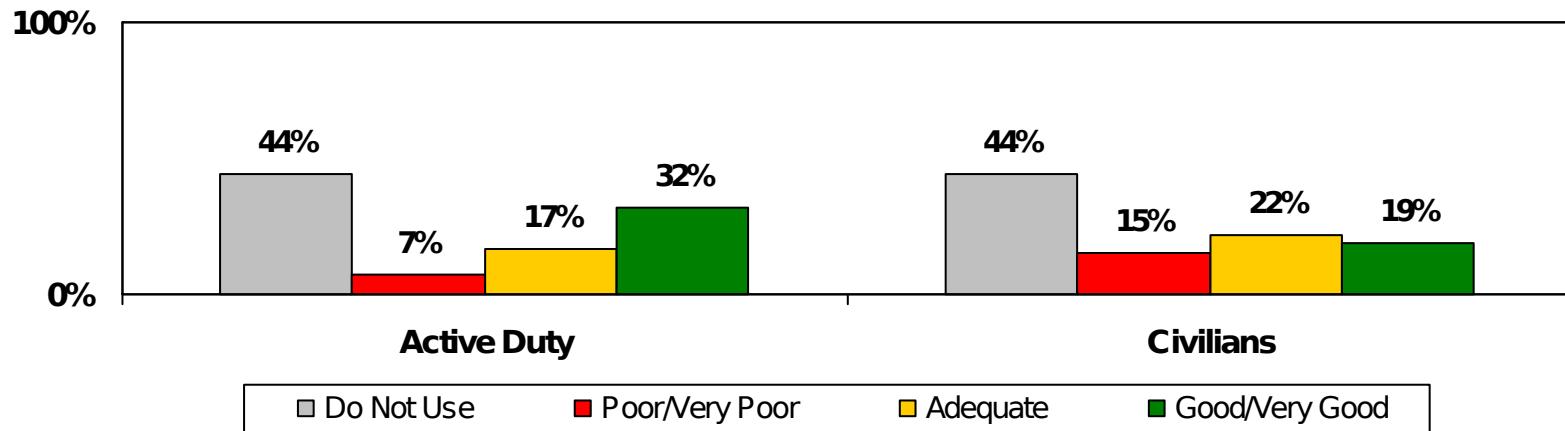
## Quality of Off-Post Services



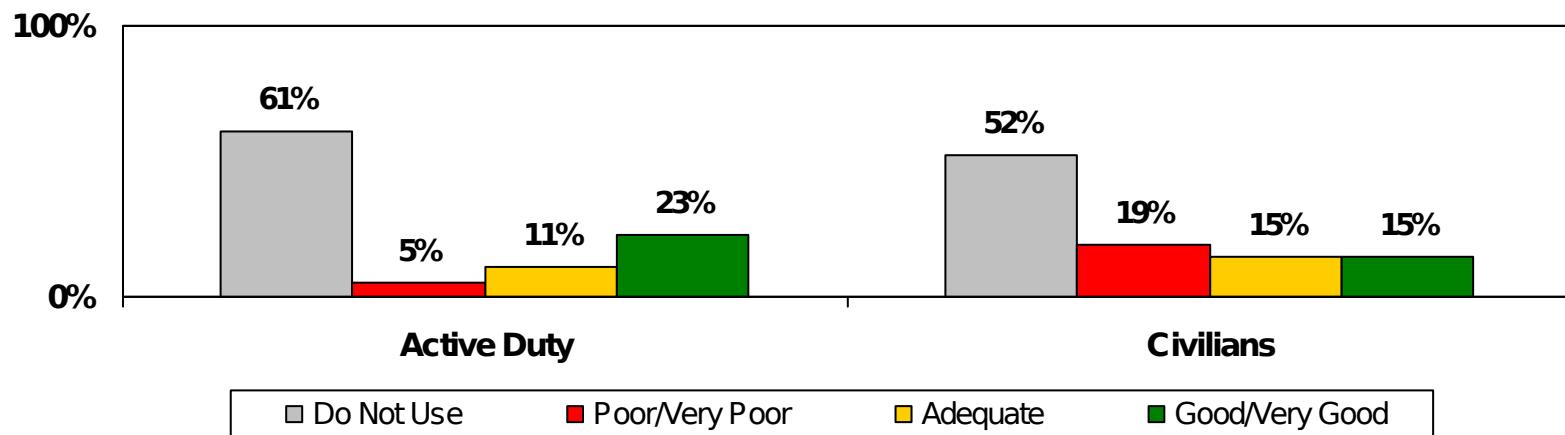
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Area III - Humphreys

## Quality of On-Post Services



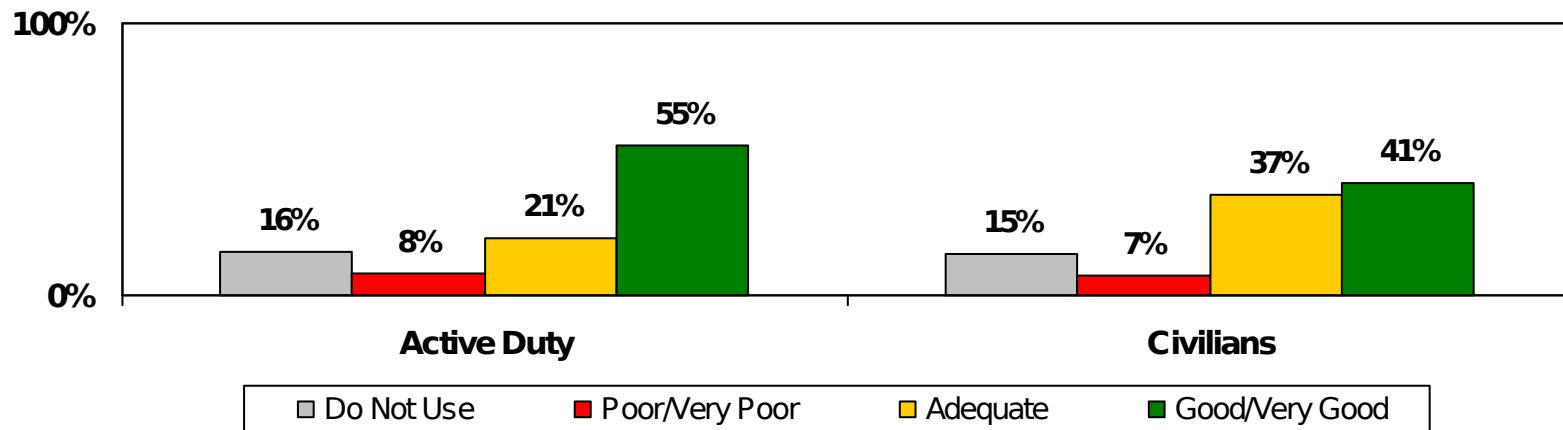
## Quality of Off-Post Services



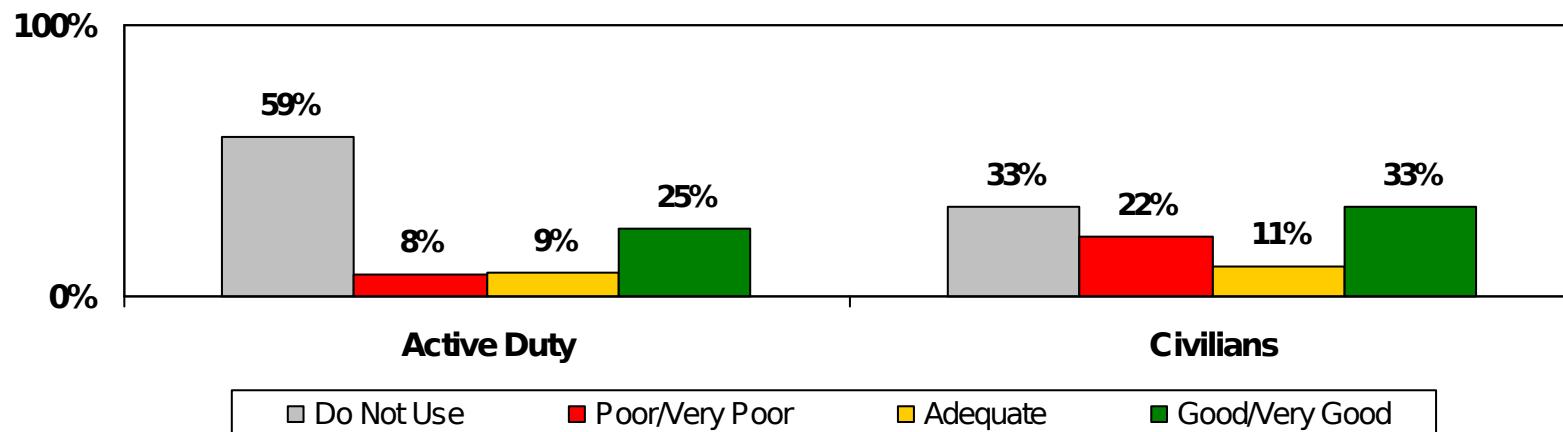
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Area III - Humphreys

## Quality of On-Post Services

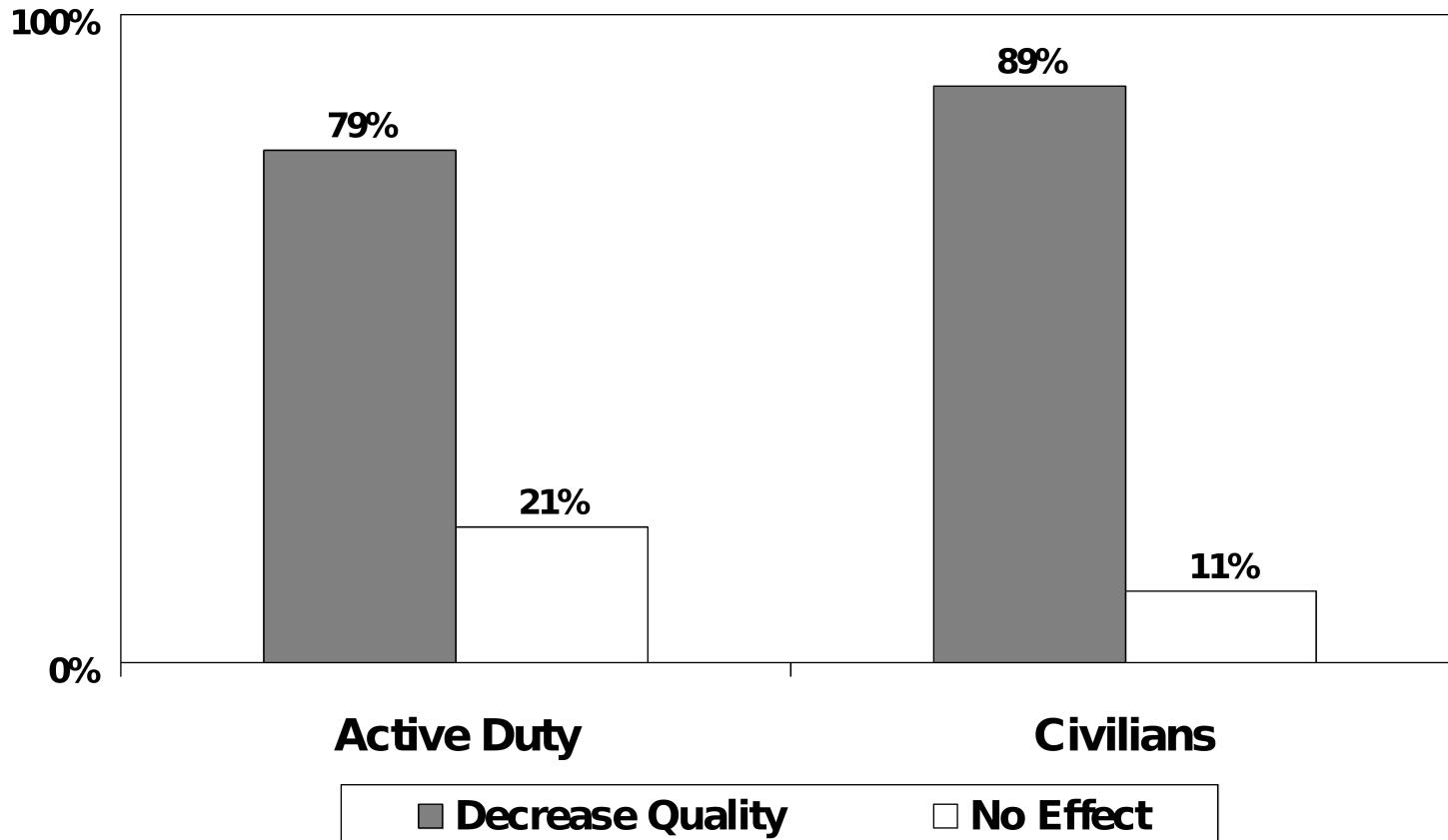


## Quality of Off-Post Services



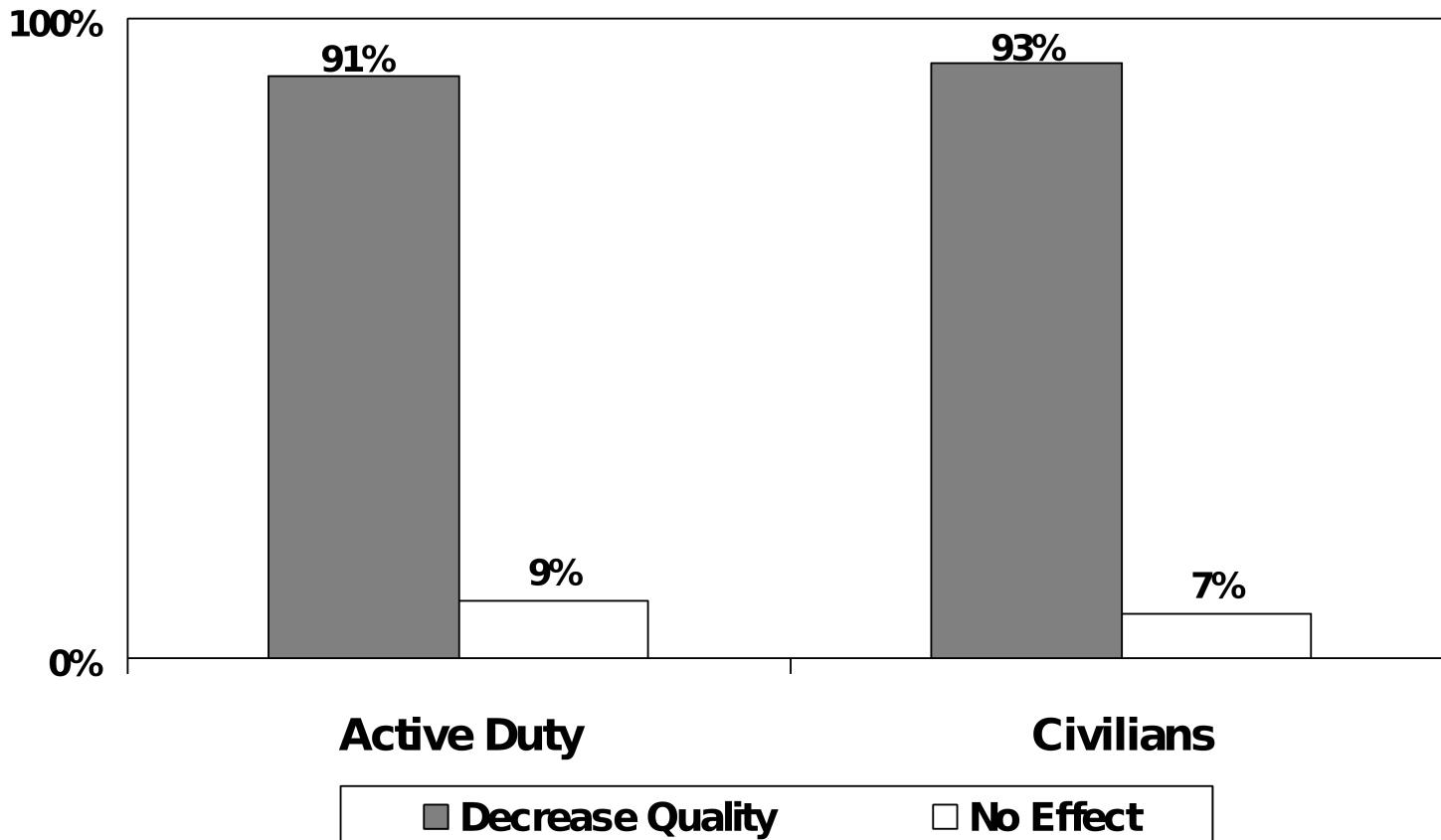
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area III - Humphreys



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Area III - Humphreys



# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Area III - Humphreys

## Top 7 Activities/Programs

Fitness Center/Gymnasium	81%
Army Lodging	75%
Library	67%
Swimming Pool	66%
Athletic Fields	53%
Bowling Center	50%
Recreation/Community Activity Center	42%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	83%
Cabins & Campgrounds	56%
Golf Course Pro Shop	56%
Golf Course Food & Beverage	50%
Arts & Crafts Center	50%
Golf Course	47%
Bowling Pro Shop	35%

## Bottom 7 Activities/Programs

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

## Area III - Humphreys

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	16%	22%	17%
E-mail	41%	<b>67%</b>	43%
Friends and neighbors	<b>45%</b>	41%	<b>45%</b>
Family Readiness Groups (FRGs)	8%	7%	8%
Bulletin boards on post	<b>61%</b>	<b>56%</b>	<b>61%</b>
Post newspaper	39%	41%	39%
MWR publications	<b>46%</b>	<b>67%</b>	<b>48%</b>
Radio	28%	26%	28%
Television	28%	37%	29%
My child(ren) let(s) me know	4%	4%	4%
Other unit members or co-workers	33%	33%	33%
Unit or post commander or supervisor	21%	22%	21%
Marquees/billboards	37%	33%	37%
Flyers	43%	44%	43%
Other	8%	11%	8%
I never hear anything	1%	0%	1%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Area III - Humphreys

MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	90%
Better Opportunities for Single Soldiers	44%
Army Community Service	48%
MWR Programs and Services	82%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

## Area III - Humphreys

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL†
Information and Referral	44%	85%	15%
Outreach programs	35%	96%	4%
Family Readiness Groups	47%	73%	27%
Relocation Readiness Program	52%	86%	14%
Family Advocacy Program	51%	84%	16%
Crisis intervention	35%	89%	11%
Money management classes, budgeting assistance	52%	78%	22%
Financial counseling, including tax assistance	56%	81%	19%
Consumer information	30%	81%	19%
Employment Readiness Program	36%	75%	25%
Foster child care	17%	100%	0%
Exceptional Family Member Program	40%	67%	33%
Army Family Team Building	34%	67%	33%
Army Family Action Plan	32%	63%	37%

\* Percentage of Active Duty users

# **ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY**

## **Area III - Humphreys**

<b>POSITIVE* ACS IMPACTS</b>	<b>ACTIVE DUTY</b>
Satisfaction with my job	40%
Personal job performance/readiness	41%
Unit cohesion and teamwork	39%
Unit readiness	45%
Relationship with my spouse	38%
Relationship with my children	37%
My family's adjustment to Army life	45%
Family preparedness for deployments	37%
Ability to manage my finances	39%
Feeling that I am part of the military community	45%

\* Positive = moderate, great or very great extent

# **CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY**

## **Area III - Humphreys**

<b>POSITIVE* CYS IMPACTS</b>	<b>ACTIVE DUTY</b>
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	79%
Helps minimize lost duty/work time due to lack of child care/youth services	79%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	72%
Allows me to work outside my home	79%
Allows me to work at home	64%
Offers me an employment opportunity within the CYS program	62%
Allows me/my spouse to better concentrate on my/our job(s)	94%
Provides positive growth and development opportunities for my children	90%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

## POSITIVE IMPACTS ON ACTIVE DUTY

Area III - Humphreys

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	44%
Personal job performance/readiness	38%
Unit cohesion and teamwork	52%
Unit readiness	44%
Ability to manage my finances	29%
Feeling that I am part of the military community	35%
Relationship with my children (single parents)	36%
My family's adjustment to Army life (single parents)	36%
Family preparedness for deployments (single parents)	27%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Area III - Humphreys

## Top 10 Leisure Activities for All Respondents

Night clubs/lounges	60%
Entertaining guests at home	51%
Internet access/applications (home)	51%
Happy hour/social hour	48%
Reading	45%
Multimedia (videos, DVDs, CDs)	37%
Internet access (library)	35%
Dancing	35%
Basketball	34%
Digital photography	32%

## Top 5 for Active Duty

Night clubs/lounges	61%
Internet access/applications (home)	51%
Entertaining guests at home	49%
Happy hour/social hour	48%
Reading	47%

## Top 5 for Civilians

Entertaining guests at home	70%
Happy hour/social hour	50%
Group exercise classes	50%
Special family events	48%
Night clubs/lounges	46%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Area III - Humphreys

<b>Team Sports</b>	
Basketball	34%
Softball	31%
Touch/flag football	26%
Soccer	22%
Volleyball	21%

<b>Sports and Fitness</b>	
Running/jogging	12%
Weight/strength training	9%
Cardiovascular equipment	8%
Walking	8%
Bowling	7%

<b>Outdoor Recreation</b>	
Bicycle riding/mountain biking	27%
Going to beaches/lakes	25%
Camping/hiking/backpacking	18%
Picnicking	16%
Paintball	12%

<b>Entertainment</b>	
Watching TV, videotapes, and DVDs	17%
Going to movie theaters	12%
Card/table games	12%
Festivals/events	11%
Billiards/game room/video arcades	10%

<b>Social</b>	
Night clubs/lounges	60%
Entertaining guests at home	51%
Happy hour/social hour	48%
Dancing	35%
Specially arranged shopping trips	27%

<b>Special Interests</b>	
Internet access/applications (home)	51%
Digital photography	32%
Automotive detailing/washing	31%
Computer games	27%
Automotive maintenance & repair	23%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

Area III - Humphreys

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	45%	N/A	45%
Multimedia (videos, DVDs, CDs)	37%	N/A	37%
Internet access (library)	35%	N/A	35%
Basketball	32%	2%	34%
Reference/research services	31%	N/A	31%
Study/self-development	31%	N/A	31%
Softball	31%	0%	31%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

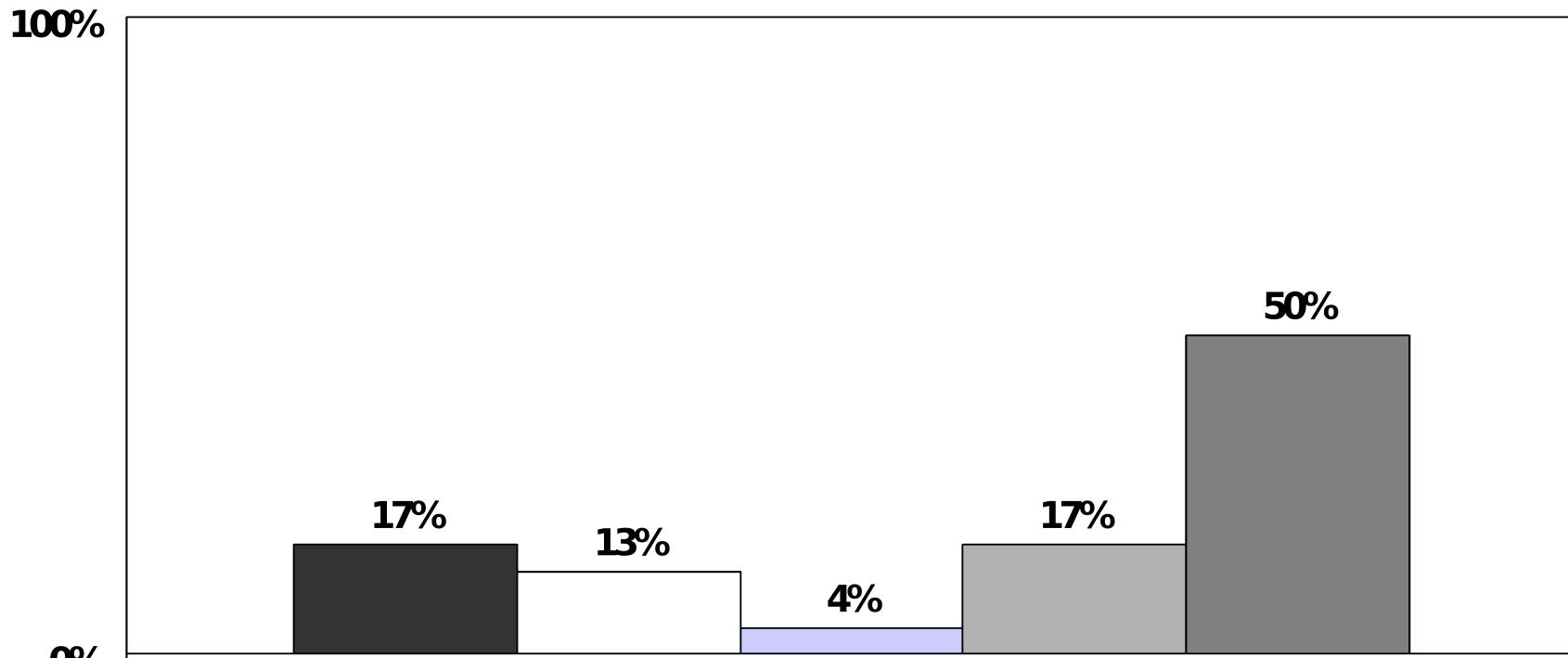
Area III - Humphreys

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	15%	3%	33%	51%
Digital photography	5%	10%	16%	32%
Automotive detailing/washing	26%	3%	1%	31%
Computer games	9%	0%	17%	27%
Automotive maintenance & repair	14%	6%	3%	23%
Picture framing	5%	2%	5%	11%
Computer graphics/design	3%	0%	8%	11%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Area III - Humphreys

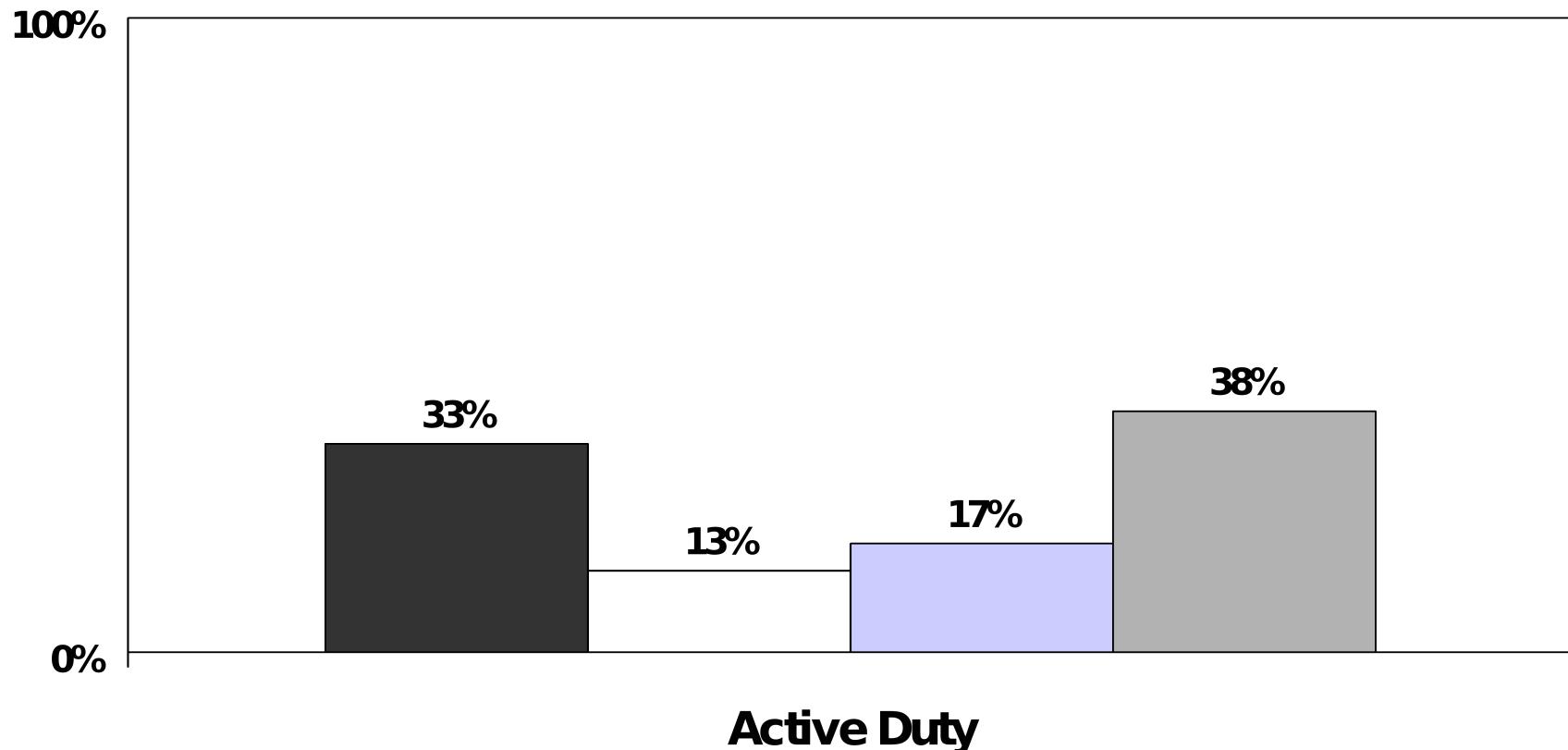


■ Not Important □ Slightly Important □ Moderately Important □ Important □ Very Important

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

## INSTALLATION

Area III - Humphreys



■ Did Not Use   □ Less Than Once Per Month   □ 1-3 Times Per Month   ■ 4 or More Times Per Month

# CAREER INTENTIONS: ACTIVE DUTY

## Area III - Humphreys

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	12%
Probably will not make military a career	8%
Undecided	19%
Probably will make military a career	13%
Definitely will make military a career	48%

# NEXT STEPS

## Area III - Humphreys

### I **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

### I **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)